



City of New Bedford
Jonathan F. Mitchell, Mayor

City of New Bedford
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P R E S S R E L E A S E

Mayor Mitchell to Help Celebrate the Premiere of “New Bedford Energy Now” Video

New Bedford, Massachusetts--Mayor Jon Mitchell announced today that on Monday, July 30 at 4:30pm at the Whaling National Historical Park Visitors Center, he and other City officials will participate in a “Green Carpet” event to launch 3rd Eye Unlimited’s promotional video touting the benefits of the City’s “New Bedford Energy Now (NBEN)” program.

In December, 2011 the City launched the comprehensive energy program, which consists of three components for residents and small businesses to reduce their energy consumption and increase their energy efficiency:

New Bedford Efficiency Now – a free energy assessment that typically results in a lower energy bill.

New Bedford Solar Now – an opportunity to purchase or lease solar power for your home at a competitive price

New Bedford Challenge Now – a program designed to help individuals learn more ways to conserve energy and save money in their daily lives

The seeds of the program were sown in 2009 with the help the Marion Institute’s Green Jobs/Green Economy Initiative, spearheaded by Mayoral Fellow Kalia Lydgate, which in turn leveraged financial support from the American Recovery and Reinvestment Act and from the U.S. Conference of Mayors. These funds allowed the City to begin to put together a comprehensive efficiency and weatherization program and made possible the creation this summer of a new professionally-staffed Energy Efficiency Office established by Mayor Jon Mitchell.

NBEN represents 18 months of hard work and planning by partners in and out of city government. From the start NBEN’s mission has been to strengthen our community by lowering energy costs for City residents and businesses, reducing carbon emissions, and creating local jobs. It has begun to succeed in its mission by bringing together a partnership of community groups, local and trusted businesses, and city offices, to

amplify the benefits of efficient buildings, clean energy, community development, and job creation. To date, over 1,000 residents have signed up to the program, over 700 have received their energy assessment, close to 100 have weatherized their home, over 90 have had a solar assessment and over 400 residents have signed up for the Challenge.

NBEN is a true partnership program, mobilizing the efforts of such groups as Neighborhoods United, Immigrants Assistance Center, Community Economic Development Council, the Greater New Bedford Chamber of Commerce, PACCA, and others.

The New Bedford Energy Now video, produced by the youth empowerment group 3rd Eye Unlimited, walks viewers through the various components of the program and tells them what to expect when they become part of the program. The video ends with “Keep it Sustainable,” a rousing call to change set to an irresistible hip hop beat.

Mayor Mitchell said, “I applaud the efforts of NBEN and 3rd Eye in putting together this fantastic promotional tool. It’s going to do a great job spreading the word about this one-of-a-kind program and moving us toward the goal of a much more efficient, sustainable city.”

For more information about New Bedford Energy Now, please call Scott Durkee at scott.durkee@newbedford-ma.gov or 508.961.3014.

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